

WHAT WE CLAIM IS:

Sub A1

1. A method for generating applications from candidates interested in attending an educational institution comprising the steps of:
 - (a) accessing a candidate database containing personal information; *Col. 130, lines 3-7
61, 141, lines 18-65*
 - (b) profiling the candidates according to criteria established by the educational institution; *Col. 142, lines 1-4*
 - (c) segmenting the profiled candidates into a target group; *Col. 142, lines 1-8, lines 45-49*
 - (d) providing a web site containing links to a survey and to the partial application; *Col. 141, lines 1-65*
 - (e) assigning a unique access number ("PIN") to each candidate in the target group; *Col. 141, lines 1-5**
Col. 149, lines 53-
 - (f) electronically mailing each candidate in the target group the assigned PIN and an invitation to use the PIN to access the web site; *Col. 157, lines 35- Col. 158 line 97, lines 33-61*
Col. 143, lines 26-44
 - (g) providing each candidate accessing the web site and indicating a continuing interest in the educational institution with electronic access to a partial application; *Col. 143, lines 26-44*
Col. 156, lines 42-56
 - (h) for each candidate who electronically accesses a partial application, customizing the partial application with personal information from the database; *Col. 146, lines 35-48
Col. 155, lines 1-25- Col. 156 line 46*
 - (i) compiling the partial applications which have been electronically completed; and *Col. 157
lines 62- Col. 158
line 22*
 - (j) transmitting the partial applications to the educational institution.
Col. 157 lines 2-25, 11

Col. 156 lines 55-62. The method of Claim 1 including the step of providing a personalized acknowledgement of each partial application received.

3. The method of Claim 2 including the step of updating the database with information from the partial application.

4. The method of Claim 3 including the steps of inviting each candidate to submit a full application; and

providing electronic access through use of the PIN to a full application customized with personal information from the updated database.

5. The method of Claim 4 including the step of offering each candidate invited to submit a complete application an incentive to submit the full application.

6. The method of Claim 5 wherein the incentive is selected using criteria established by the educational institution for the target group.

7. A method for generating electronic applications from candidates who respond to a web based survey consisting of the following steps:

- (a) accessing a database containing information related to candidates who have expressed an interest in attending an educational institution;
- (b) assigning a unique access number ("PIN") to each candidate;
- (c) electronically mailing each candidate a personalized communication that contains the assigned PIN and invites the candidate to use the assigned PIN to access a web based survey;
- (d) updating the database with information from the web based survey;
- (e) providing each candidate who indicates a continuing interest in the educational institution with the opportunity to access a partial application form customized with information from the updated database; and
- (f) acknowledging completion of the partial application and providing an opportunity to electronically access and complete a full application.

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8. The method of Claim 7 including the additional steps of compiling and forwarding partial applications to the educational institution.
9. A method of generating applications for admission to an educational institution from candidates identified in a database comprising the steps of electronically providing candidates with a partial application personalized with information from the database and the opportunity for the electronic submission of the completed partial application.
10. A method of generating applications for admission to an educational institution from candidates who have electronically submitted a partial application comprising the steps of electronically acknowledging receipt of the partial application and providing the candidate with the opportunity to electronically complete and to electronically submit a full application.
11. A method of evaluating the process of soliciting applications from candidates for admission to an educational institution comprising the steps of comparing the number of candidates invited to participate in a web site survey with the number of candidates from whom a partial application is received and with the number of candidates from whom a full application is received.